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TED NELSON
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POUGHKEEPSIE NY 12601

MAY 1973

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Cordially,

J. L. Marshall

J. L. Marshall
for ESQUIRE

JIM:hjm
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Dear Subscriber:

A comparative newlywed we know named Jackson recently sent us a communique about an unusual experience he encountered last season while on a business trip to Europe.

Like the plans of many an American abroad, Jackson's itinerary called for considerable moving around, so he left instructions with his bride to write him c/o a well-known travel agency.

No letter in London. No letter in Paris. By the time he reached Rome, he had begun to worry. And after the young girl there had obligingly sorted through the J's a second time without success, our anxious friend had a sudden inspiration.

"Now", he said, "check the E's." Sure enough, the E's contained not one but two letters from his wife, each addressed Robert Jackson, Esq.

"Esq. is not a last name in America?", asked the puzzled girl.
"Esq.," said Jackson as he ripped open the envelopes, "Esq. is

a state of blessed relief!"

Whether you abbreviate it or spell it out as we do, ESQUIRE is indeed a state of blessed relief -- one which you've had the pleasure of knowing for quite a few months now.

It's the blessed relief of having an evening that's absolutely free, with nothing to do but sit back, relax and read a few enjoyable stories. ESQUIRE each month brings you half a dozen pieces of outstanding fiction -- not necessarily stories with a happy ending, but stories with a happy turn of phrase. People like Burroughs, Bellow, Miller find it hard to write otherwise.

It's the blessed relief of reading purely for pleasure, with no thought of analyzing, making a summary or writing a report. Analyze a laugh -- like the two dozen you get every month from ESQUIRE's famous cartoons? Analyze a thrill -- like you get from the masterful color photographs ESQUIRE brings you on every visual subject from wine to women? You can't! And with ESQUIRE, you're not supposed to. It's for enjoyment only.

It's the blessed relief of having the time and opportunity to do a little pipe-dreaming ... to take twenty vacations instead of just one by revelling in ESQUIRE's gloriously illustrated travel articles ... to eat ten different entrees washed down by twenty different vintages, without having heartburn or hangover ... to change from the latest evening clothes into sportswear by simply turning a page.

And it's the blessed relief of having one magazine nowadays that's still edited solely for you. No pages taken up with "amusing toys any sick child can cut out and make." No strange salad diets, no marriage counselling, no flower arrangements to stumble over.

ESQUIRE is not edited for the whole household -- contrary to what many wives think who sneak



WILLIAM A. BURROUGHS

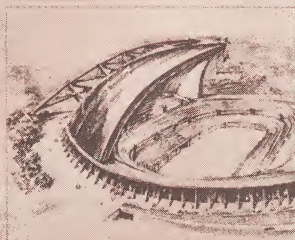
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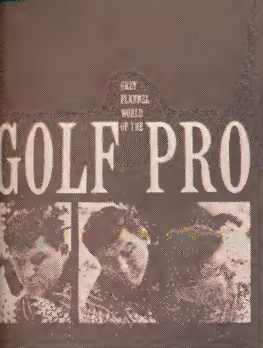
ARCHITECTURE



ESQUIRE

For those who have forgotten what it was like ... For those who want to be

A PRIMER ON THE 30'S



a look at our magazine. It's edited strictly for the man of the house, and long may he reign!

But just as ESQUIRE is at its most enjoyable, your subscription is about to expire -- and to date we have not yet received instructions from you to keep ESQUIRE coming.

Before you sign the enclosed form, consider the advantages of renewing ESQUIRE for a longer term:

The cost of renewing for 1 year is \$7.50 -- but the cost for 3 full years is just \$15. So, at the low 3-year rate, YOU SAVE \$7.50! It's like getting a whole year of ESQUIRE free.

Renew for 2 years, and you get the second year of ESQUIRE for only \$5 -- a clear \$2.50 saving for you.

And, if you choose to renew for just 1 year, you still save \$4.50 over the single-copy price.

Three years, two years, one year -- the important thing is to come to a decision now.

For unless we hear from you soon, there may be some interruption in your ESQUIRE service.

Just indicate your choice on the enclosed form -- sign it -- and get it in the mail today. For your convenience, a reply envelope is provided, addressed as it should be to "Esq.".

Cordially,

J. L. Marshall

J. L. Marshall
for Esquire

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